

The Miracle of Advertising That When Applied In a Common Sense Way It Brings Magical Results

Cottage Grove Sentinel

The Miracle of Advertising That When Applied In a Common Sense Way It Brings Magical Results

VOLUME XXXVI

COTTAGE GROVE, LANE COUNTY, OREGON, THURSDAY, NOVEMBER 26, 1925

NUMBER 15

Railroad Companies Facing Big Problem As Revenues Decline

Collapse of American System Feared Unless Higher Rates Are Granted.

Federal Control of Lines Is Seen by Officials Who Speak in Eugene.

"If railway conditions continue to go from bad to worse the American railway system will collapse and the government will be forced to take over the roads," M. L. Countryman, vice-president and general counsel of the Great Northern Railway company, asserted last week in an interview in Eugene. Mr. Countryman, G. R. Martin, vice-president of the Great Northern and Charles D. Morris, assistant to the chairman of public relations of all railroads west of the Mississippi, were in Eugene Friday to attend a public meeting in Villard hall, at which railway problems were discussed.

The discussion dealt with the proposed five per cent increase in freight rates asked by rail lines west of the Mississippi river. The request is still pending and is under advisement by the interstate commerce commission.

Railway companies are in a bad way financially, the officials said, for a number of reasons beyond their control. Decrease in passenger traffic was blamed by Mr. Countryman for lowered income. Automobiles and bus lines are responsible to some extent, he said. Freight business has also decreased because of motor truck lines. Inability of railroads to pay dividends was said to be due to the fact that the roads have to produce their service at such low margin over production costs that they are unable to get credit.

Mr. Morris cited the development of large sections by railroads and stated the industry was the second largest in the country. Passenger service in the west is as good as in any section, he asserted, despite the fact that since 1920 the number of passengers carried had decreased 25 per cent.

An indication of the problems facing the railroads was given in figures of the various companies. Of 84 railroads west of the Mississippi, only 28 are able to pay dividends. Railroads are not owned by capitalists but by common people, it was stated. Endowment funds of colleges and universities, and insurance companies are heavy investors in railroad stock.

The visiting officials spoke of the possibility of returning the roads to the government control. They stated that private ownership of roads was never more justifiable than now.

Mr. Lister Improving.

E. H. Lister, state traffic officer who was severely injured a few days ago in a collision with an automobile at West Springfield, is steadily improving at a Eugene hospital, where he was taken after the accident. Mr. Lister sustained three fractured bones and multiple cuts about the face and head and was in a critical condition for several days. Hospital attendants said he had shown marked improvement since Sunday.

Sentinel Read 7,000 Miles Away.

"Even a sailor enjoys reading about his old home town," writes C. E. Spray from San Pedro, Calif. "I have read The Sentinel 7,000 miles from home." Mr. Spray enclosed a copy of a paper published on the ship one week when the ship is in port and daily when the ship is at sea. It is named "The Idaho Star" and is a neat and well-edited publication.

Applesauce, Maybe.

A polite little Cottage Grove girl was visiting a friend. Whenever the guest passed in front of her little hostess she said "Beg your pardon." There were several occasions for using the expression. After the little guest had gone, the little hostess asked her mother, "What are these beg-your-pardons? Have we any around the house?"

City Budget Up Tomorrow.

The annual meeting of taxpayers for the consideration of the city budget will be held tomorrow in the city hall. As a rule not over one or two outside of members of the budget committee attend and usually not all of the committee are present. Following the budget meeting the council probably will pass an ordinance calling a special annexation election.

Engraving work. The Sentinel. x

Santa Claus Is Given Large Order

At least one little girl in the Cottage Grove country is not trying chances on being forgotten by Santa Claus. She has addressed a missive to him, a copy of which has been handed to The Sentinel, reading as follows: "Santa Clause I want a pair of beads and a ring and a little stove and a table and a pair of chairs and a pino and a bed and a little box of station and a pair of little shoes for a doll and a little Rocking chair."

Linn Timber Cruise Is Successful One

Experiment of Last Year To Be Continued; Cost Is 16 Cents Per Acre.

Albany, Ore., Nov. 24.—The assessed valuation of Linn county may be increased \$3,000,000 by the timber cruise which has been made a part of the regular county program, Judge Payne states. Judge Payne based his statement on estimates of cruisers who have made surveys on privately owned timber in this county.

The cruise this year was conducted as an experiment and only \$3,500 was appropriated for the work. The cruise was made by Dennis Merrill, who made such an exhaustive study and submitted such complete reports on 30 sections that the county court decided on a larger appropriation next year to continue the work. It is estimated \$54,000 will be required to complete the cruise of privately owned timber in the county.

The cruise will permit more equitable assessment of timber lands, court members state. Assessments will be made on the basis of thousand board feet of timber instead of by acres as is now the custom. Increase in valuation will repay the county in a few years.

Mr. Merrill's reports are contained in maps describing each township and taking each section, describing every forty acres of that section. Three maps and an extensive diagram are used in the description and comprise a valuable record for the county. All data on timbered areas may be found by reference to the maps.

The cost of the cruise is much less than that first estimated. The original price asked was 35 cents per acre, but the court ordered a trial survey, reserving the right to select its own cruiser. The work, including maps and reports, was completed for 16 cents per acre.

New Store to Open.

Mr. and Mrs. E. E. Lee of Reedsport have leased from the American Legion the building on Main street known as the City bakery building and will open a second hand furniture store. In connection with this business Mrs. Lee will conduct a studio in oil painting. Mr. and Mrs. Lee were in the furniture business in Springfield several years before going to Reedsport.

Coyote Club to Be Organized.

Aroused by the depredations of coyotes, residents of the Mount View district will hold a meeting a week from Sunday in the Mount View school house for the purpose of organizing a coyote club. Two coyotes have been killed, but the depredations continue. A sheep was killed recently at the Ellsworth Damewood place and another at the Wes Christmas place.

If you know what you want, use a wanted to get it for you. xx

Farmers Should Use Advertising Space

College Press Agent Suggests Way to Shorten Road To Market.

Oregon Agricultural College, Nov. 24.—That the use of newspaper advertising for the sale of agricultural products is rapidly increasing because it is one remedy for the wasteful and unsatisfactory methods of the present distributing system, is the opinion of C. J. McIntosh, agricultural press agent of the college.

"Benefits from advertising accrue largely from shortening the road to market and reducing cost of marketing such as transportation, commissions and loss from damage in transportation," said Mr. McIntosh. "Farm commodities are handled as often as 16 times when water transportation is used."

Sometimes growers supply their neighbors with their own surplus production through long, devious and expensive channels. There are legitimate charges for freight, storage and commissions which are borne by both producer and consumer. The producer gets less than the terminal price because of the cost of haul and storage, while the consumer pays the terminal price plus storage and rebal. The newspaper is the ideal medium for cutting across lots from grower to table.

"By putting a want ad in a local paper the farmer may sell in the local market to customer in town or farmer in vicinity who may be in need of such produce. If there is not a sufficient demand in the community, the advertisement is placed in a general farm paper so that the farmer may be able to sell direct to a more distant consumer."

THORNTON CORNERS.

(Special to The Sentinel.) Nov. 25.—James Rentle of Cottage Grove was a Sunday dinner guest of Mr. and Mrs. George Foster.

Mrs. Olive Berrey spent Sunday in Eugene.

R. B. Dixon, who is employed at Rajada, was at home over the week end.

Mr. and Mrs. R. L. Ritchey of Myrtle Point visited last week with Mrs. Ritchey's brother, J. W. Fisher.

Mrs. Carl Murphy of Eugene spent the week end at the home of her parents, Mr. and Mrs. Trask Hockett.

Mr. and Mrs. R. Johnson of the Grove have moved into the little cottage built this summer by M. P. Garrette.

Mr. and Mrs. Steve Tonoli and family of Divide visited Sunday with Mr. and Mrs. Angelo Perini.

Robert Mathews and Earl Weir of the Roseburg division of the California-Oregon Power company spent a few days at the home of C. A. Dodge last week.

Miss Harriet Odle of Canyonville, Miss Mary Espey and Miss Mildred Stenett of the Grove were Sunday dinner guests of Mr. and Mrs. T. C. Shaw. In the afternoon Mr. and Mrs. John Coats and children of Woodard's mill were also guests.

Joe Taylor's Condition Serious.

Contrary to a report brought here the day following the motorcycle accident in which Joe Taylor sustained severe injuries, the young man is yet in a serious condition and may not be able to come home for some time. The injury near the base of the skull is giving considerable trouble. Taylor is conscious most of the time and it is believed, according to word from the hospital yesterday, that he will ultimately recover.

Salesbooks. The Sentinel.

Thanksgiving: The Measure of Living

THANKSGIVING, if it have any vital meaning and place in our lives, is something more than an incident in the year's calendar, or a mood of ecstasy and expansiveness when all is going well. It becomes ultimately the truest and deepest expression of life, and the test of the worth of life itself. If we have nothing to be thankful for, life itself is not worth while; so that the value of life for us becomes measured in a very real way by the extent to which we attain the vision, and express the spirit of thanksgiving. Much conventional thanksgiving is formal, thoughtless and selfish. It may even be a spontaneous outburst of gratitude for prosperity and good fortune, without having any social quality and without being the expression of a philosophy of life and a religious experience. It is only when there is such a deeper note of human solidarity, and a sense of the unity of life in the presence of God, that relates us all to His universe, that Thanksgiving becomes real. When A in his thankfulness for good begins to ask himself whether he could be thankful if, like B, he were facing experiences of sorrow, poverty, failure and disappointment, his thanksgiving is at once put to the test. If it be genuine it is immediately deepened by new relationships of A to his own soul, to his neighbor B and his God. When personal thanksgiving is dominated by social vision and the love of God, it is the way of creating for all men a consciousness of life and its value, that instinctively quickens the spirit of worship. Thus the secret of thanksgiving is the secret of living itself. Where there is no sanctuaries of thanksgiving there is no sense of the sacredness of life, and no reaching forth of the soul, in that giving and getting which under God's power and blessing constitute the true commerce of the spiritual world.—Contributed.

ROAD DISTRICTS VOTE SPECIAL TAX LEVIES

Elections at Dorena and Shields School Are Reported.

Of ten Lane county road districts that turned in reports this week on the special road tax levy elections held Saturday only two were reported voting against the special tax. Two districts of southern Lane voted for special levies. District 14 at Dorena voted 32 to 21 in favor of a levy of \$1070.30 and district 76 at the Shields school house authorized a levy of \$2120.65 by a vote of 22 to 12.

Districts 21 and 16 voted against the tax. The vote in district 16 was a surprise to county officials, as a petition signed by 64 residents of the section was recently presented to the county court agreeing to vote a levy of \$1709.59 if the county would allot funds for road work. The county agreed to the plan and has completed work on the Gimple hill project in the district.

COUNTY AGENT TO BE HERE TUESDAY NIGHT

Will Discuss Dairying and Make Suggestions for Cooperation.

O. S. Fletcher, county agricultural agent, will address a public meeting in Phillips hall Tuesday evening. County and urban residents generally are invited to attend. Mr. Fletcher will discuss dairying and other agricultural problems and outline suggested methods of cooperation between city and country.

Juniors Give Annual Play

The junior class of the high school gave its annual class play yesterday forenoon before the student body. The play presented was "His Uncle John." Parts were taken as follows:

Uncle John—Roy Haldeman, Jack Sanderson—Donald Metcalf, Mrs. Sanderson—Thelma Kem, Bert Allison—Harold Bede, Miss Harrington—Dorothy Kurre, Mablin Goodwin—Bert Shipp, Mrs. Slatters—Millicent Burrows.

C. of C. Frolics Some More.

Entertainment provided for the Thursday luncheon of the chamber of commerce consisted of the reading of a partially illustrated poem by Elbert Smith, chairman of the entertainment committee. The poem graphically depicted tragedies in the life of the monkey, the dog and Mr. and Mrs. Noah, former famous owners of the ark.

Mr. Harrel Is Water Collector.

Mrs. L. L. Harrel has been employed as water collector for the city, to take the place of Homer Galloway, who resigned a month ago. Her salary will be \$50 the month.

Flowers in Bloom; Berries Ripen

Frosts have not greatly discouraged berries and flowers in this favored section of the famous, fertile, fruitful Willamette. L. P. McCoy reports Everbearing strawberries still ripening on his First street property and this luscious berry was served on a number of Thanksgiving tables. Roses, chrysanthemums, sweet peas and other flowers continue to bloom unprotected from the weather. Heavy fogs probably are responsible for the fact that late flowers have not been injured.

Eugene Banks Won't Cash City Warrants

Difficulty Seems to Be Result of Negligence in Issuing of City Bonds.

Eugene, Ore., Nov. 24.—No city warrants will be cashed or accepted for deposit by any bank of Eugene from this morning on.

Decision to stop all payments on warrants presented from the city was reached at a meeting of the Eugene clearing house, an organization composed of all local banks, held yesterday afternoon.

"The city has gone too far in making improvements without bonding under the Baneroff bonding act and there has been no action recently in taking up warrants issued for some of these improvements," a clearing house spokesman said.

Resolution of the clearing house is in the following language: "That the Eugene clearing house goes on record against accepting any city of Eugene warrants drawn on any fund until further action. This action to be effective on and after November 24, 1925."

This means that unless efforts are made by the city council to relieve the situation, city employees will not be able to cash their pay warrants at the banks, it was said last night.

The action taken by the clearing house does not affect warrants of the water board, as that is a separate department and working on a cash basis.

Members of the clearing house said that although the city has been growing the finances are in poor condition and that operations were outstripping the budget. The banks are holding warrants for certain street work and other local improvements and there has been no attempt on the part of the city officials to take them up or to remedy the situation by bonding.

No. 1 License Goes To Lorane Man

Salem, Ore., Nov. 23.—The annual drawing for the first automobile license plates for 1926 was conducted here Monday night by Secretary of State Koser, with the following result:

No. 1, to Frank Deed, Lorane; No. 2, John Schifferer, Turner; No. 3, Charles R. Marshall, Mulino; No. 4, Edwin J. Burke, Portland; No. 5, Harold H. Griffin, Portland; No. 6, R. M. Frain, Kinmath Falls; No. 7, Morvan D. Murphy, Sweet Home; No. 8, D. J. Beals, Springfield; No. 9, James B. Lawrence, Scotts Mills; No. 10, Henry U. Myers, Lebanon; No. 13, Hye E. Snyder, Enterprise; No. 23, Minnie M. Giles, Portland.

Approximately 34000 applications for licenses have been received. Secretary Koser said motorists are unusually slow in applying this year.

Burglars Blow Wrong Safe.

Burglars recently blew a safe in one of the warehouses operated by Ben Groff at Bend, according to word from there. However, the safe that was blown was used for dead storage only. The money—not much of it, Ben says—was in the safe in the other warehouse. The only loss was the safe, which was ruined by the explosion.

Bazaar Is Successful.

Approximately \$30, to be applied to a fund for constructing a play shed for the Latham school, was gained Saturday night at the bazaar conducted in the school by the Latham Community club. A musical program was given by Harry and Harley Williams and lunch was served. More than 100 persons attended.

THE FEATHERHEADS



48

By L. F. Van Zahn

And He Wears Husky Boots

OR YOUR BIGGEST KICK WILL COME FROM HIM

OR YOUR BIGGEST KICK WILL COME FROM HIM

OR YOUR BIGGEST KICK WILL COME FROM HIM